

## Message Text

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ACTION EUR-12

INFO OCT-01 AF-10 ARA-14 EA-12 ISO-00 EB-08 /057 W  
-----066228 030352Z /11

R 021759Z AUG 78  
FM AMEMBASSY LONDON  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 8750  
AMEMBASSY CARACAS  
AMCONSUL JOHANNESBURG  
AMEMBASSY PARIS  
AMEMBASSY NAIROBI  
AMEMBASSY TAIPEI  
AMCONSUL SAO PAULO  
AMEMBASSY TOKYO

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E.O. 11652: N/A  
TAGS: BEXP, UK  
SUBJECT: VSMF EVALUATION - 3RD QUARTER REPORT

REF: USDOC 11452

1. STATISTICS: (A) TOTAL USERS 14; TOTAL PRINTS 97;  
(B) TYPES OF USER (PERCENT) FOREIGN BUSINESS 95;  
FOREIGN SERVICE 5; (C) PRODUCT CATEGORIES SEARCHED  
SIC 2511, 2522, 2542, 2810, 2834, 3041, 3360, 3452,  
3494, 3561, 3562, 3563, 3568, 3573, 3599, 3622, 3662,  
3674, 3811, 3823, 3825, 3841. FILE USAGE (PER CENT)  
DESIGN ENGINEERING 60; PLANT ENGINEERING 25; BUILDING  
PRODUCTS 10; DOCUMENTATION 5.

2. PROMOTION: (A) COMMERCIAL NEWSLETTER NOT PUBLISHED  
DURING THIS QUARTER. SUBSCRIBERS WERE TARGETS OF DIRECT  
MAIL SHOT IN SUPPORT OF PROGRAM. (B) DIRECT MAIL: (1)  
COMMERCIAL NEWSLETTER SUBSCRIBERS (2,500); (2) SELECT  
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MEMBERS OF CONSTRUCTION, ENGINEERING AND OTHER HIGH  
TECHNOLOGY FIELDS IN SUPPORT OF TI PROGRAM AT LTC MAY  
16; (3) IHS FLIER INCLUDED IN SHOW PROMOTION MAILING  
OF 4,000 IMMEDIATELY PROCEEDING PCI'78 AT LTC JUNE 5-  
9; (4) TI CONDUCTED OWN MAILING OF 4,000 TO PROMOTE  
BSP ON MAY 16. EMBASSY SUPPLY OF 10,000 IHS FLIERS  
EXHAUSTED WITH THESE FINAL EFFORTS. FTI GUMMED MAILING

LABELS USED IN MAY 16 PROMOTIONAL EFFORT. (C) USE AT OFF SITE EXHIBITIONS: VSMF DISPLAYED AT LTC ON MAY 16 FOR TI AND EMBASSY PROGRAM AND EXHIBITED AT PCI'78 JUNE 5-9. (D) HOST COUNTRY PUBLICITY: FEATURE ARTICLE IN EXPORT TIMES, CIRCULATION 25,000. EMBASSY PREPARED ARTICLE AND ACCOMPANYING PHOTOGRAPH APPEARED IN MAY 26 EDITION OF "THE AMERICAN" WHICH IS DISTRIBUTED TO RESIDENT AMERICAN COMMUNITY. NUMEROUS EDITORIAL MENTION RESULTED FROM MAY 16 PROGRAM WITH TI AT LTC. (E) IHS ASSISTANCE: IHS EUROPEAN REPRESENTATIVE JORDAN, VISITED CHANCERY FOR CONSULTATION AS THIRD QUARTER BEGAN. IHS SUPPORT, IN COORDINATION WITH TI, HAS BEEN EXCELLENT. IHS AND TI ARRANGED THE MAY 16 EVENT WHICH GENERATED MUCH PUBLICITY AND FAVORABLE COMMENT FOR BOTH THE VSMF AND THE OVERALL EMBASSY COMMERCIAL OPERATION.

3. SYSTEMS EVALUATION: (A) USEFULNESS FOR INCREASING PRODUCTIVITY OF OTHER TRADE PROMOTION: SYSTEM SERVES AS USEFUL FOCAL POINT FOR SECTION ACTIVITIES AT LTC AND FUTURE IMC, BOTH AT U.S. STANDS AT INTERNATIONAL SHOWS OR THOSE SHOWS DESIGNATED FOR THE CHANCERY; (B) VSMF EFFECT ON SECTION WORKLOAD (PERCENT OF WORK WEEK): (1) ONE OFFICER 10 PERCENT; (2) TWO LOCALS 20 PERCENT EACH; (3) TWO LOCALS 5 PERCENT EACH; (4) IMPACT ON STAFF AT LEAST DOUBLES WHEN VSMF AT OFF-SITE EXHIBIT. (C) POST COMMENTS: SINCE EARLY JUNE, USE OF UNIT UNCLASSIFIED

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WITHIN COMMERCIAL LIBRARY HAS FALLEN OFF FROM PEAK USAGE OF TWO TO THREE VISITORS PER DAY. IT IS APPARENT THAT CONTINUOUS PROMOTIONAL EFFORTS THROUGH TRADE PRESS AND EXHIBITS ARE REQUIRED TO MAINTAIN A STEADY USAGE. MOST, IF NOT ALL OF THE SPECIFIED PRESS HAVE BEEN CONTACTED AND INTRODUCED TO THE VSMF AND MANY HAVE RESPONDED WITH EDITORIAL COMMENT. ADDITIONAL APPROPRIATE JOURNALS ARE BECOMING INCREASINGLY DIFFICULT TO LOCATE. CLOSURE OF LONDON TRADE CENTER AS A PLACE FOR VIEWING VSMF MAY WELL ACCELERATE THIS PROCESS. ALTHOUGH VSMF MIGHT WELL BE FEATURED IN INTERNATIONAL SHOWS AS PART OF IMC PACKAGE, ACTIVE IMC SHOW PROMOTION NOT EXPECTED BEFORE THE MIDDLE OF FY 1979. EMBASSY IS PLANNING A PROGRAM TO STEP UP PUBLICIZING OF VSMF DURING THE ACTIVE COMMERCIAL PERIOD COMMENCING IN SEPTEMBER BY WHICH TIME A FINAL ASSESSMENT OF VSMF FOR THIS POST SHALL BE COMPLETED. A PRELIMINARY ASSESSMENT FOR THE PRESENT IS THAT TOTAL INFORMATION FLOW FROM THE U.S. TO THE U.K. IS SO VOLUMINOUS THAT IT TENDS TO DULL THE IMPACT OF THIS SYSTEM. FURTHERMORE, THE MOST SOUGHT AFTER MATERIALS-MIL SPECS AND STANDARDS SUCH AS API HAVE NOT

BEEN MADE AVAILABLE WITHIN THE PILOT PROGRAM. AS

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-----065664 030353Z /11

R 021759Z AUG 78  
FM AMEMBASSY LONDON  
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INFO SECSTATE WASHDC 8751  
AMEMBASSY CARACAS  
AMCONSUL JOHANNESBURG  
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SUCH, IT IS DOUBTFUL THAT THE FINAL ASSESSMENT WILL FIND THE VSMF UNIT AN IMPORTANT ASSET FOR ACHIEVING PRESENT COMMERCIAL OBJECTIVES AND THAT THE COSTS OF THE SYSTEM, THE MANPOWER NECESSARY TO RUN THE PROGRAM AT POST, AND THE COSTS OF DIRECT MAIL PROMOTION DO NOT WARRANT ITS RETENTION. CONSIDERING THE EXISTING CHANNELS OF INFORMATION FLOW TO THE U.K. AND THE KINDS OF INQUIRIES RECEIVED BY THE COMMERCIAL LIBRARY IN PARTICULAR AND THE SECTION AS A WHOLE, THE VSMF OFFERS NOTHING MORE THAT IS ALREADY READILY ACCESSIBLE THROUGH OTHER STANDARD LIBRARY REFERENCE MATERIAL. (D) POST SUGGESTS USEFULNESS OF FILES AS FOLLOWS: (1) DESIGN ENGINEERING, (2) PLANT ENGINEERING, (3) BUILDING PRODUCTS, (4) DOCUMENTATION.

4. USER COMMENTS AND SUCCESS STORIES: (A) COMMENTS CONTINUE TO BE VERY FAVORABLE FROM THOSE WHO  
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COMPLETE EVALUATION FORMS. THERE ARE SOME COMPLAINTS THAT MATERIAL WITHIN SYSTEM IS NOT UP TO DATE AT LEAST MEASURED BY U.K. STANDARDS. THE COMPLICATED NATURE OF THE DESIGN ENGINEERING LOCATOR FILES IS OFTEN NOTED. (B) EXPORT SALES: POST CONDUCTED FOLLOW-UP SURVEY OF 40 COMPANIES WHOSE MANAGING DIRECTORS OF EMPLOYEES COMPLETED EVALUATION QUESTIONNAIRES. OVER 20 REPLIED. THE MAJORITY EITHER USED THE VSMF TO CONDUCT MARKET RESEARCH OR FOUND THE SEARCHES DID NOT LEAD TO DIRECT PURCHASES OR ANTICIPATED ANY PURCHASES WITHIN THE NEXT 12 MONTHS. TWO RESPONSES INDICATED PURCHASES AND THESE WERE SIGNIFICANT. ONE COMPANY PLACED AN ORDER TO GENERAL ELECTRIC FOR 10,000 POUNDS STERLING (\$20,000) WORTH OF HOSPITAL COMMUNICATIONS EQUIPMENT. THE OTHER ESTIMATED THAT ITS USE OF THE SYSTEM WILL LEAD TO PURCHASES OF \$50,000 DURING THE NEXT YEAR.

5. USE OF DIRECT MAIL \$2,000.  
BREWSTER

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Disposition Event:**  
**Disposition History:** n/a  
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**Litigation History:**  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014